

What is claimed is:

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1. A bar code, comprising:

2 a first bar code portion, which represents a first format
3 bar code, and is found as valid by a first bar code scanning
4 process to provide first information, and a second bar code
5 portion, formed in a second format which is different than
6 said first format, but associated with said first format bar
7 code portion, and said second bar code portion representing
8 additional information beyond the first information provided
9 by said first bar code portion

1 2. A bar code as in claim 1 wherein said second bar
2 code portion is a two dimensional bar code.

1 3. A bar code as in claim 1 wherein said second bar
2 code portion is found invalid by said first bar code scanning
3 process which is used to decode said first bar code portion.

1 4. A bar code as in claim 3 wherein said first bar code
2 is a standard linear bar code which is one of a UPC type code,
3 a Type 39 type code, or a Type 128 type code.

1 5. A bar code as in claim 1 wherein said second bar
 2 code portion includes information which is encoded in two
 3 separate directions.

1 6. A bar code as in claim 1 wherein said second bar
 2 code portion includes information in one of a color or a gray
 3 scale of the bar code.

1 7. A bar code as in claim 1 wherein both of said first
 2 and second bar code portions represent personal identification
 3 information, wherein said first bar code portion represents a
 4 first part of personal identification information, and said
 5 second part represents a greater quantity of information than
 6 said first part.

1 8. A bar code as in claim 1, wherein said additional
 2 information defines information which is related to said first
 3 information.

1 9. A bar code as in claim 1, wherein said additional
 2 information includes the same information as said first
 3 information, and also includes additional information.

1 10. A bar code as in claim 8 wherein said additional
2 information includes supplemental information to the
3 information included in said first bar code portion.

1 11. A bar code, comprising a first part which is
2 interpreted by a first bar code scanning process to obtain
3 first abbreviated information, and a second part which is
4 interpreted by a second bar code scanning process to obtain
5 second information, which has more information than said first
6 information.

1 12. A bar code as in claim 11 wherein said first
2 information is in a linear bar code and said second
3 information is in a two dimensional bar code.

1 13. A bar code as in claim 11 wherein said second bar
2 code portion is found invalid by a scanning process which is
3 used to decode said first bar code portion, so that said
4 scanning process decodes only said first bar code portion and
5 not said second bar code portion.

1 14. A bar code as in claim 11 wherein said first bar
2 code is one of a UPC code, a type 39 bar code or a type 128
3 bar code.

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1 15. A bar code as in claim 11 wherein said second
2 information is in a gray scale of the bar code.

1 16. A bar code as in claim 11, wherein both of said
2 first and second parts represent personal identification
3 information, wherein said first part represents a first part
4 of personal identification information, and said second part
5 represents a greater quantity of information than said first
6 part.


1 17. A bar code as in claim 11 wherein said second
2 information is in a color of the bar code.

1 18. A method comprising:
2 scanning a bar code with a first scanner to obtain first
3 information; and
4 scanning said bar code with a second scanner, different
5 from said first scanner, to obtain second information,
6 different than said first information.

1 19. A method as in claim 18 wherein said first scanner
2 is a one dimensional scanner which scans a one dimensional bar
3 code to obtain information therefrom.


1 20. A method as in claim 18, wherein said scanning with
2 said first scanner scans a first part of the code, and said
3 scanning with the second scanner scans a second part of the
4 code.

1 21. A method as in claim 18 wherein said second
2 information is obtained from a different direction than said
3 first information.



1 22. A method as in claim 18 wherein said second
2 information is obtained from one of a color or a grayscale of
3 the bar code.

1 23. A method as in claim 18 further comprising decoding
2 the bar code to obtain information about personal
3 identification therefrom, in a base N format, where N is at
4 least 80% of the capability of all digits of the bar code.



1 24. A bar code comprising:
2 A first part having information encoded therein in a
3 first bar code format; and
4 A second part having information encoded therein in a
5 second format, different than said first format.

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1 25. A bar code as in claim 24 wherein said second part
2 has a greater quantity of information than said first part.

1 26. A bar code as in claim 24 wherein said second part
2 has related information to said first part.

1 27. A bar code as in claim 24 wherein said first bar
2 code format is a linear bar code format.

1 28. A bar code as in claim 27 wherein said second bar
2 code format is a matrix format.

1 29. A bar code as in claim 24 wherein said second format
2 is a color bar code format.

1 30. A method comprising:
2 { obtaining personal identification information,
3 converting said personal identification information to a
4 string of digits of base N, where N is greater than 10;
5 forming a bar code representing said base N number; and
6 using said bar code to represent said personal
7 identification information.

1 31. A method as in claim 30 wherein said bar code is in
2 a specified format that uses at least eighty percent of the
3 available digits of said bar code in said base N number.

1 32. A method as in claim 30 wherein said converting
2 comprises converting to a form which uses all numbers, and at
3 least some letters representing base N numbers greater than
4 10.

1 33. A method as in claim 30 wherein said personal
2 identification information includes an address to be used to
3 look up additional information.

1 34. A method as in claim 33 wherein a first part of the
2 bar code includes actual personal identification information,
3 and a second part of the bar code includes an address to look
4 up additional characteristics.

1 35. A method as in claim 34 wherein said second part of
2 the bar code is a linear bar code and said first part of the
3 bar code is an additional part.

1 36. A method as in claim 35 wherein said additional part
2 is a two dimensional part.

1 37. A method as in claim 35 wherein said additional part
2 is a color or grayscale part.

1 38. A method as in claim 30 wherein said personal
2 identification information is a picture.

1 39. A method as in claim 30 wherein said personal
2 identification information is dynamic information about the
3 way that the user takes some action.

1 40. A method of forming a communication, comprising:
2 forming a communication;
3 forming a bar code as part of the communication, said bar
4 code including scannable information which, when scanned,
5 forms information that is supplemental to said communication.

1 41. A method as in claim 40 wherein said communication
2 is an advertisement and said bar code represents a way to
3 obtain more information about said advertisement.

1 42. A method as in claim 40 wherein said communication
2 describes a time and place of some event, and said bar code
3 represents said time and place.

1 43. A method as in claim 42 further comprising scanning
2 said bar code to automatically enter said time and place into
3 a computer doing the scanning.

1 44. A method as in claim 40 wherein said communication
2 is an email.

1 45. A method as in claim 44 further comprising an
2 additional scannable bar code as part of said email which
3 enables a user to automatically make a decision about contents
4 of said email and send said decision to a remote location.

1 46. A method as in claim 45 wherein said decision is an
2 acceptance or rejection.

1 47. A method as in claim 40 wherein said bar code
2 represents an address to additional information.

1 48. A method as in claim 47 further comprising using a
2 computer which has scanned said bar code to access a publicly
3 available database with said address; and
4 obtaining additional information related to said bar code
5 from said publicly available database.

1 49. A method as in claim 48 wherein said publicly
2 available database is accessible via the Internet.

1 50. A method as in claim 40 wherein said code includes
2 an auxiliary code which is scanned to automatically take an
3 action.

1 51. A method as in claim 40 wherein said bar code is a
2 dual type bar code, with a first a part that is interpreted by
3 a first bar code scanning process to obtain first information
4 and a second part which is interpreted by a second bar code
5 scanning process to obtain second information that has more
6 information than first information.

1 52. A method as in claim 51 wherein said first part is a
2 linear bar code and said second part is a non-linear bar code.

1 53. A method as in claim 51 wherein said first process
2 is a scan in a first direction and said second process is a
3 scan in a second direction.

1 54. A method as in claim 51 wherein said second part is
2 one of grayscale or color of the bar code.

1 ~~55.~~ A method of reading a bar code, comprising:
2 using a camera in a consumer device to obtain an image of
3 a person at a first time;
4 using the same camera in said consumer device to obtain
5 an image of a bar code at a second time; and
6 using a processor in said consumer device to
7 automatically decode contents of said bar code.

1 56. A method as in claim 55 wherein said consumer device
2 is a cellular telephone.

1 57. A method as in claim 55 wherein said consumer device
2 is a portable computer.

1 58. A method as in claim 55 wherein said decoding
2 comprises determining a first portion of the bar code in a
3 first linear bar code format, and determining a second portion
4 of the bar code which is in a second format different than
5 said linear format.

1 59. A method as in claim 58 wherein said second format
2 is a two-dimensional format.

